

AGENDA SUMMARY PAGE - PLANNING & DEVELOPMENT
PLANNING COMMISSION MEETING OF: MAY 28, 2009

DEPARTMENT: PLANNING & DEVELOPMENT

DIRECTOR: M. MARGO WHEELER

☐ Consent ☒ Discussion

SUBJECT:

MSP-34174 - MASTER SIGN PLAN - PUBLIC HEARING - APPLICANT/OWNER: CAROLINE'S COURT, LLC - Request for a Master Sign Plan FOR A COMMERCIAL DEVELOPMENT WITH WAIVERS OF THE TOWN CENTER SIGN STANDARDS TO ALLOW 2,609 SQUARE FEET OF FREESTANDING SIGNAGE WHERE 1,506 SQUARE FEET IS PERMITTED, A 100-FOOT PYLON SIGN WHERE 24 FEET IS PERMITTED, THREE MONUMENT SIGNS ALONG THE EL CAPITAN WAY STREET FRONTAGE WHERE TWO ARE PERMITTED, AND TO ALLOW WALL SIGNS TO FACE AN EXISTING RESIDENTIAL DEVELOPMENT THAT IS LOCATED OUTSIDE THE LIMITS OF THE CENTENNIAL HILLS TOWN CENTER WHERE SUCH IS NOT PERMITTED on 23.62 acres at the northwest corner of El Capitan Way and Durango Drive (APNs 125-17-202-001, 125-17-601-012 and 017), T-C (Town Center) Zone [SC-TC (Service Commercial - Town Center) Special Land Use Designation)], Ward 6 (Ross)

C.C.: 07/01/2009

PROTESTS RECEIVED BEFORE:

Planning Commission Mtg.

17

City Council Meeting

0

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.

2

City Council Meeting

0

RECOMMENDATION:

DENIAL

BACKUP DOCUMENTATION:

1. Location and Aerial Maps
2. Conditions and Staff Report
3. Supporting Documentation
4. Photos
5. Justification Letter
6. Sign Analysis and Criteria
7. Protest Emails, Protest/Support Postcards
8. Submitted after Final Agenda – Email Requesting Abeyance, Protest Emails, Protest/Support Postcards

Motion made by KEEN ELLSWORTH to Hold in abeyance to 6/25/2009

Passed For: 6; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 1

PLANNING COMMISSION MEETING OF: MAY 28, 2009

MICHAEL E. BUCKLEY, VICKI QUINN, STEVEN EVANS, GLENN TROWBRIDGE, BYRON GOYNES, KEEN ELLSWORTH; (Against-None); (Abstain-None); (Did Not Vote-None); (Excused-RICHARD TRUESDELL)

Minutes:

CHAIR TROWBRIDGE declared the Public Hearing open.

PETER LOWENSTEIN, Planning and Development, explained that the subject site is in the process of being graded for actual construction. The applicant is requesting a comprehensive sign package for the future commercial center. The applicant has provided a stamped survey verifying the finished road elevation is 2,612 feet, with the sign elevation at approximately 2,583 feet. With the 29-foot difference in elevation, the actual sign height would be 53 feet. The proposed height of 100 feet is 189 percent of the height allowed.

Staff does not support the waivers requested nor having wall signs facing existing residential development, where such is not permitted. If the Master Sign Plan is denied, the applicant would have to redesign to show conformance to Town Center Sign Standards. MR. LOWENSTEIN recommended denial, as the proposed signage will have a negative impact on the surrounding area, evidenced by the numerous waivers being requested. If the plan is approved, he recommended an amendment to Condition 1.

LYNDSEE HILL, Sign Innovations, 242 Sunpac Avenue, Henderson, indicated that the entire area will be developed in two phases. The floor area of the first phase was included in the plan, but they would like to add phase two in the plan as well.

JACOB KHAKSHOURI clarified that the initial approval was for 269,000 square feet of retail and medical offices. The medical offices will not be developed at this time; therefore the calculations should only be based on the previously approved square footage.

MR. LOWENSTEIN explained that the analysis was done on the first phase of the development so the requirements for square footage were based on those calculations. Amending the application to include the second phase will result in a different calculation and cannot be done at this time. MR. KHAKSHOURI replied that it is not an amendment. They were approved for 269,000 square feet of buildable space a year ago. Due to the economy, they are not able to build the medical offices.

MARGO WHEELER, Director of Planning and Development, stated that the calculation was done based on what will be developed and how much signage is allowed for that. However, the calculation for the signage is based upon the buildings that are proposed at this time not for signage or square footage of future buildings. MR. KHAKSHOURI stated they are asking for signage for the entire project, whether the medical portion is built now or later.

PLANNING COMMISSION MEETING OF: MAY 28, 2009

MS. HILL showed photos depicting a sign facing the north and south sides of Durango Drive and US 95. They want to establish visibility and identification in a safe distance for the northbound traffic exiting off of Durango Drive. If that sign is not seen in time, drivers would have to travel an additional three miles and turn around. This sign will benefit Caroline's Court and its tenants, as well as direct traffic to other businesses in the area. She also showed photographs of existing signage within Town Center, such as the Centennial Gateway sign and asked they be given the same amount of visibility. The Centennial Gateway sign sits flush with the freeway, whereas the proposed signage sits 30 feet lower. Compared to the existing sign area, the proposed signage will have less of an impact.

MR. KHAKSHOURI added that the Centennial Gateway sign is actually advertising their tenants on 70 feet. The proposed monument sign is only 55 feet. When compared to existing signs, they have less face and more legs that are high enough for visibility.

CHAIR TROWBRIDGE asked the applicant why they are requesting three signs rather than what is allowed, why the signs need to face the residential units, and whether a neighborhood meeting was held. MS. HILL replied that per Town Center Standards, one pylon sign per street frontage is allowed but only asking for one. MR. KHAKSHOURI gave up a portion of property for a right-turn lane; if he had not done so, he would be allowed an extra monument sign along El Capitan Way. With regards to the signs facing residential, MR. KHAKSHOURI added that there is a 20-foot trail on the north side with five feet of landscaping on each side. Once the landscaping is complete, the homes will not have any visibility of the signs. The grading is being depressed by 20 feet.

MS. HILL requested the signs be illuminated because they will be seen by drivers on the freeway. MR. KHAKSHOURI indicated that he held a meeting three years ago and there were no oppositions.

COMMISSIONER EVANS remarked that eight protests were received. MR. KHAKSHOURI was not certain why they would oppose it because they live between two and four miles from the project, and there is no visibility of the signs.

COMMISSIONER GOYNES remarked the request would create visual sign clutter at this location. Durango Drive is the last exit before Mt. Charleston, and people who live in this area are aware of which businesses are there. He does not believe additional signage is necessary.

TODD FARLOW, 240 North 19th Street, appeared in opposition and stated that the Town Center Standards should be upheld, as the applicant was aware of the requirements. The people going to these businesses already know where they are located.

PLANNING COMMISSION MEETING OF: MAY 28, 2009

With regard to the calculation of the free-standing signage based upon the entire square footage that was approved, MS. WHEELER clarified that it would allow 1,800 square feet as opposed to 1,500 square feet. The waiver would be 2,609 square feet where 1,800 square feet is allowed.

COMMISSIONER GOYNES remarked the request would create visual sign clutter at this location. Durango Drive is the last exit before Mt. Charleston, and people who live in this area are aware of the surrounding businesses. He does not believe additional signage is necessary, as there is adequate signage along the freeway indicating what is coming before the next exit. MR. KHAKSHOURI replied that there is a freeway going to Reno, and signage will help for those travelling along the freeway to know the types of businesses located in the shopping center. He argued that 15,000 homes are planned to be built and business tenants need maximum exposure from the freeway. The Commissioner felt the Commission has to protect the residents.

COMMISSIONER ELLSWORTH understood the applicant's arguments but his concern was that the last neighborhood meeting was held three years ago, and the applicant's request for significant waivers. There is wisdom in meeting with the residents, as there needs to be a balance between the applicant's needs and the residents. He encouraged the applicant to meet with the residents and show them the signage plan to find a happy medium. MS. HILL was amenable to limit the sign's height to 80 feet.

MR. KHAKSHOURI remarked that this procedure has taken too long. COMMISSIONER QUINN stated that three years ago many people have come and gone from this area and the applicant owes it to those residents who live there now to make efforts in being a good neighbor.

COMMISSIONER EVANS stressed that unless there is some substantial difference, he cannot support the proposed plan because it does not meet the concept of the Town Center Standards. Changes to signage and waivers take away the integrity of the design. COMMISSIONER BUCKLEY echoed COMMISSIONER EVAN'S comments. A lot of time and effort was spent on the Town Center Standards, and it is important that those standards are upheld.

CHAIR TROWBRIDGE suggested the applicant obtain input from the adjacent residents. The Commission takes a considerable amount of lead from what happens at a neighborhood meeting. It was suggested to hold the item to give the applicant the opportunity to conduct a neighborhood meeting.

MR. KHAKSHOURI asked for consideration on the height at least on the southbound side. He was agreeable to the abeyance.

CHAIR TROWBRIDGE declared the Public Hearing closed.